

## REMARKS

The Applicant appreciates the thorough review and study of the patent application as evidenced by the Examiner citing new art.

The claims particularly point out new and unobvious features of the invention that have not been found in the references.

As an example, a secondary buffer storing secondary pixel values in claim 1 is not mentioned in Long.

An alpha channel that stores tertiary values for the pixels is not found in Long.

Long is silent about executing the function on the secondary pixel values to the extent of the tertiary values and storing the resultant pixel values as the primary pixel values in the primary buffer and then copying the primary pixel values from the primary buffer to the secondary pixel values stored in the secondary buffer.

Long is silent about creating an emblazoning effect or a user modified alpha channel for storing pixel tertiary values.

Claim 1 would not have been obvious from Long.

Claim 2 distinguishes from Long by teaching choosing a media image, causing an edge of the media image to have less transparency, and adding the media image to a paint layer and brightening parts of the paint layer with the media image. The cited parts of Columns 14, 15 and 16, for example, have none of those features.

Claim 2 is not anticipated by Long.

Claim 3 differentiates from Long by describing, for example, assigning color value to the alpha channel pixels, brightening the color value and causing edges of an image formed by the alpha channel pixels to have less transparency. Those features are not found in Long or in the multiple places cited in columns 4-6 of Long.

Claim 3 is not anticipated by Long.

Claim 4 further distinguishes from Long by pointing out mapping and embossing multiple pixels in the alpha channel and using a result of the embossing for changing brightness and providing highlights of the selected colors thereby providing a sense of depth due to the embossing. Long does not provide those features in the selected parts of columns 4-6.

Claim 4 is not anticipated by Long.

Claim 5 differentiates from Long. As examples, creating an emblazoning effect storing tertiary pixel values in a user modifiable alpha channel and providing a function representing color and brightness and executing that function on the secondary pixel values to the extent represented by the tertiary pixel values, and storing resultant pixel values as the primary pixel values in the primary buffer, and then copying the primary pixel values from the primary buffer to the secondary pixel values stores in the second buffer in claim 5 are not mentioned in Long.

An alpha channel that stores tertiary values for the pixels is not found in Long and is not obvious from Long.

Long is silent about executing the function on the secondary pixel values to the extent of the tertiary values and storing the resultant pixel values as primary pixel values in the primary buffer and then copying the primary pixel values from the primary buffer to the secondary pixel values stored in the secondary buffer.

Claim 5 is not obvious from Long.

Claim 6 adds to claim 5 choosing a media image, causing edges of the media image to have less transparency, adding the media image to a paint layer, and brightening parts of the paint layer with the media image.

Claim 6 distinguishes from Long by teaching choosing a media image, causing an edge of the media image to have less transparency, and adding the media image to a paint layer and brightening parts of the paint layer with the media image. The cited parts of columns 4-6 for example, have none of those features.

Claim 6 would not have been obvious from Long.

Claim 7 adds to claim 5 providing an image channel with a graphic image having source pixels, providing in the alpha channel alpha channel pixels which are spatially equivalent to the source pixels, assigning color values to the alpha channel pixels, brightening the color values assigned to the alpha channel pixels, and causing edges of an image formed by the alpha channel pixels to have less transparency.

Claim 7 differentiates from Long by describing, for example, assigning color value to the alpha channel pixels, brightening the color value and causing edges of an image formed by the alpha channel pixels to have less transparency. These features are not found in Long or in the multiple places cited in columns 4-6 of Long.

Claim 7 would not have been obvious from Long.

Claim 8 further adds to claim 5 providing a source channel with source pixels and a color level with selected colors and providing in the alpha channel alpha channel pixels that are spatially equivalent to the source pixels.

Long does not describe that combination of the subject matter of claims 5 and 8.

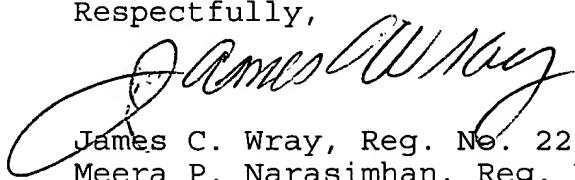
Claim 8 would not have been obvious from Long.

The claims and specification have been carefully reviewed for accuracy and have been compared with the cited references. Nothing in the cited references would have anticipated or made obvious the subject matter and elements of the claims.

#### CONCLUSION

Reconsideration and allowance are respectfully requested.

Respectfully,



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